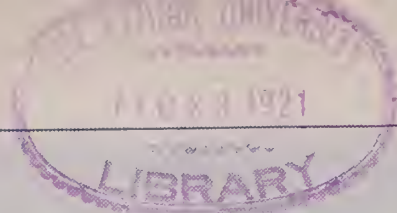






Digitized by the Internet Archive  
in 2016

[https://archive.org/details/lehighburr19201931unse\\_3](https://archive.org/details/lehighburr19201931unse_3)



# THE LEHIGH BURR



Sir Walter Raleigh

The Blue Laws

ANTI-TOBACCO  
NUMBER

GREENE  
7



# MURAD

THE TURKISH CIGARETTE



Mrs. Fox was bragging one day about the large number of her cubs.

"How many cubs do you bring into the world at one time?" she asked the Lioness.

"Only ONE," replied the Lioness—"but it's a LION."

**MURADS COST 20 CENTS for a BOX  
of 10 — BUT THEY'RE MURADS!**

MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.

But they wouldn't be MURADS—they'd only be Foxes!

***"Judge for Yourself—!"***

Special attention is called  
to Murad 20s in Tin Boxes

*Anargyros*

Makers of the Highest Grade Turkish  
and Egyptian Cigarettes in the World



The next best thing to going  
yourself is to send her—



*Because* the chocolates and confections are of the “super-extra” Whitman quality—famous since 1842. *Because* the odd and dainty box will be kept as a pretty souvenir. *Because* this is “America’s most famous box of sweets.”

For Sale by

Fleischman's Confectionery and Pastry Shop,  
32 West Broad Street

Elmer O. Prosser, 8 West Broad Street

H. H. Schultz, 29 S. Main Street

W. F. Reader, 402 West Broad Street

Philip J. Girard, 4th and Webster Streets

Harvey S. Hess, Linden and Union Streets

George F. Metzger, 4th and New Streets

**E. KELLER & SONS**

JEWELERS, SILVERSMITHS, OPTICIANS



711 Hamilton Street -:- -:- ALLENTOWN, PENNA.

**HOTEL TRAYLOR**

The only Fire-Proof Hotel in the Lehigh Valley

European Plan---Rates, \$2.00 and up  
 Popular Priced Restaurant. Service & Cuisine unsurpassed  
 Musical Concert every Sunday evening  
 Dancing every Tuesday and Saturday evening

15th and Hamilton Sts. -:- -:- ALLENTOWN, PENNA.

**Weand's  
Stationery Store**

53 W. Broad St.,  
 BETHLEHEM, PENNSYLVANIA

Steaks and Chops and Tasty Bits,  
 Cooked in Sight for you by Fritz.

**FULL COURSE DINNER 50c**

Hamburgers a Specialty

**Fritz's Lunch Wagon**

(Just Down the Hill on New Street)

**Julius Turnauer**

Wholesale and Retail

Confectionery, Cigars and Tobacco

310 Brodhead Avenue  
 Bethlehem, South Side, Pa.

Telephone 1478.

**Lehigh Steam Laundry**

320-24 So. New Street

**THE OLDEST AND THE BEST**

(See Pete Boquel at the Gym)

Bell Phone 79

**PIPE DOWN**

The One with the Pipe—"I stopped smoking last night."

The One Without—"The deuce you did."

The One With the Pipe—"Sure. You don't suppose I took my pipe to bed with me, do you?"—*Tiger*

He—"We're coming to a tunnel. Are you afraid?"

She—"Not if you take that cigar out of your mouth!"—*Azorean*

Mrs. Newlywed—"I'll take this pair of pajamas, and charge them, please."

Clerk—"Who are they for?"

Mrs. Newlywed (hotly)—"My husband, of course!"—*Virginia Reel*

"Is she a bad dancer?"

"No, she wears a hat.—*Chaparral***A CHIP OF THE OLD BLOCK**

Baby—I want my bottle.

Mother—Keep quiet. You're just like your father.—*Sun Dodger*

Bell Phone 2521-R

**Silverberg & Goldberg****"WELL KNOWN TAILORS"***"Bear in mind we treat you right at this place"*

212 W. 4th Street -:- BETHLEHEM, PA.

When you want to Hear the Latest in  
 Music call at

**Phillip's  
Grafonola Shop**

14 E. Third Street

**A. J. MOYER****Best College Pipes**

Best Assortment of Cigars, Cigarettes,  
 Tobacco, Fine Stationery, Fountain  
 Pens.

431 Wyandotte St., So. Bethlehem, Pa.

**Lehigh Smoke Shop**

—and—

**SHOE SHINE PARLOR**

OPPOSITE WILBUR TRUST CO.

High Grade Cigars, Tobacco,  
 Cigarettes and Shoe Shines

Compliments of

**Eddie McGovern**

Tan Grain or  
 Mahogany  
 Cordovan

**Farr's**

EIGHTH & HAMILTON STS.  
 ALLENTOWN

AMERICA'S BEST  
 MAKES OF MEN'S

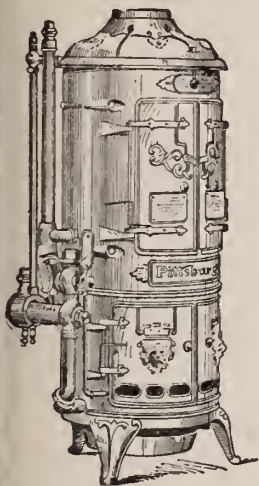
**SHOES**

Bethlehem Branch  
 Kurtz Bldg., 36 W. Broad St.



# Pittsburg

## Automatic Gas Water Heaters



Prompt Service Hot Water for the home or industrial institution instantly at the turn of the faucet. That's the story of the Pittsburgh.

Easily installed. No change in present plumbing necessary. The amount of gas used is measured by the quantity of water drawn in a ratio about one foot of gas to a gallon of water.

*Send for Catalogue  
Prompt Service Hot Water*

**Pittsburg Water Heater Company**

**PITTSBURGH, PA.**

*Sales Offices in all Principal Cities*



WHEN your hatter recommends Stetson, he is interested not only in affording you genuine satisfaction, but also in having his customers numbered among the really well dressed men in the community.

Style, Quality and Sound Money's Worth assured by the Stetson Label in each Hat.

JOHN B. STETSON COMPANY  
Philadelphia

# STETSON

## “ICE - KIST” ICE CREAM

Every Flavor Meets With Favor

BETHLEHEM ICE CREAM CORP.

“Let HART Keep your  
Clothing Young”

**Bethlehem  
Cleaning & Dyeing Co.**

**A. HAFNER**

DEALER IN

**Choice Meats**

452 WYANDOTTE STREET

“Now that's a cigar, sir, you could offer to any of your friends,” said the dealer.

“Quite so, quite so, but I want one I can smoke myself.”—*Banter*

“Mother Dear, will our cow go to heaven when she dies?” No, my child,” “Then, will we have to go to Hell for our milk?”—*Greenville (S. C.) Piedmont*  
“Topics of the Day”

“Remember the old days when we used to paint up the town?”

“Yep—and now they use water colors.”—*Froth*

### A WOMAN'S WAY

“No, I have never smoked before,” she said, blowing rings.—*Frivol*

She: I like your cigarette holder.

He: Why, I never use one.

She: Don't be so dense.—*Purple Cow*

## DRUGS

from

## Metzger's

“The Place of Quality First”

FOURTH AND NEW STREETS

## Bethlehem Lunch

“An American Restaurant”

*Special Weekly Rates for Lehigh Students*

323 New Street    -:-    South Side

CIGARS

CIGARETTES

## College Barber Shop

Geo. J. Peters, Prop.

HAIR CUTTING A SPECIALTY

Bonilla Treatment -:- 208 W. 4th St.

"I'm swearing off on cigarettes tonight."

"What are you going to do with that package you just bought?"

"Oh, I guess I'll hide it some place where I can't find it."—*Gargoyle*

Fraternity member to pledgee: Congratulations, old man.

Pledgee: Same to you.—*Punch Bowl*

"Cohen's ill in bed, I hear."

"Yes, he smoked a cigar from the wrong pocket."—*Tar Baby*

We wonder if every time there's an earthquake in California the cows give milk shakes.

Cleveland News—"Topics of the Day"

Salvation Army Woman—Dear People, last night I was in the arms of the Devil; tonight I am in the arms of the Lord.

Well-oiled Student—Say, lady—hic—haveya—got any—hic—thing—on—hic—for to-s-morrows night?—*Purple Cove*

## Wyandotte Taxi Service

Bell Phone

1291

Office: Five Points  
Bethlehem, South Side

# The Next Issue of The Lehigh Burr will be the Powder Puff Number

—Snappy

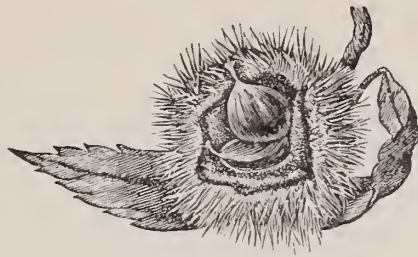
—Artistic

—Funny

DON'T MISS IT



# Lehigh



# Burr

*Tobacco is a nasty weed,  
I like it!  
It satisfies no mortal need,  
I like it!  
It makes you thin, it makes you lean,  
It takes the hair from your old bean.  
It's the worst damn thing I've ever seen,  
I like it!*

## LIKE THE FROSH

She: "What makes the leaves turn red in the fall?"

He: "They are blushing to think how green they have been all summer."

## ANYBODY KNOW?

Tell me one thing, tell me truly—  
Won't you kindly tell me please,  
Is Allentown a regular city,  
Or is it a disease?

## THAT SAME OLD LINE!

He: "I have never loved before!"

She: "Well, I'm not running a kindergarten!"

Bob: "What do you mean by the bitter end?"

Rob: "The last of a five-cent cigar."

A chafing dish is only a frying pan that has gotten into society.

## AND THEY LET THEM LIVE!

Soph: "Frosh, got a match?"

Frosh: "Sure, got a cigarette?"

## PLEASURE BEFORE BUSINESS

Caroline: "You had no business to kiss me!"

Jack: "It was not business, it was pleasure!"

## ALL FOR NOTHING

"I'm off that bird Jones for life."

"How so?"

"Why the other day he asked me to come into his cellar to see his new furnace."

"Yes?"

"He had a new furnace!"

## A JAZZ SONG

"Her dress was like a song."

"What do you mean by that?"

"Sweet and low."

## BULL

Little grains of tobacco,

A little preparation,

Makes a little smoke

That's the makin's of a nation.

*It's all right when the styles in clothes change,  
but when bobbed hair goes out some of the girls  
sure will be out of luck!*



AS IS!

### WHAT MORE COULD ONE DO?

*She and I alone together  
In a taxi—freezing weather—  
She said soft, "My hands are cold!"  
So her hands I had to hold.*

*Silence awhile, and then she spoke,  
"I'm cold all over—oooh!!"  
And I—why I gave her my overcoat.  
What more could a gentleman do?*

### GOOD IDEA

1st: "Hey, got a cigarette?"  
2nd: "Yes, got some Hassans."  
1st: "Never mind. I'll smoke my own."

### THEY WILL DO IT

Speaking of smoking,  
Without any joking,  
Its really provoking  
To see a young lady inhale.  
Its very amusing  
To see her carousing,  
And then start to get pale.

It was a dark Thursday night and Peggy stepped into a puddle up to her knees. Fortunately, it did not wet her skirt.

### THAT HOME BREW AGAIN

Fruit Vendor (yelling in front of his stand):  
"Twenty cents a doz!"

Bystander (full of home brew): "Twenty cents he don't!"

Take  
yOur

Pick  
And  
See  
juSt

wheTher  
tHese  
appEal

Lucky STrike  
Fat Ima  
CaMel  
MElachrino

### HOW RUDE

"Don't kiss me, please," sweet Mary cried,  
"It isn't customary."  
And then, oh then, you should have heard  
That fellow cus-to-Mary.



*"JUST ENOUGH TURKISH"*



# THE LEHIGH BURR.

DON'T SIT ON ME



## BOARD OF EDITORS.

HOWARD S. BUNN, '20, Editor-in-Chief.  
 JOHN H. WIDMYER, '21, Managing Editor.  
 WALTER F. MYERS, JR., '21, Business Manager.  
 O. V. GREENE, '22, Art Editor.  
 LESLIE L. DREW, '22, Secretary.  
 N. P. SANBORN, '21, Advertising Manager.  
 MONCRIEF O. JEFFERSON, '22, Circulation Manager.  
 JOHN M. TOOHEY, '10, Faculty Advisor.

## EDITORIAL STAFF.

E. W. BURGESS, '21  
 G. M. BRUMBAUGH, '22  
 G. W. WALTERS, '22  
 J. F. CONLIN, Jr., '23  
 GRANT FITCH, '23  
 PAUL RITCHIE, '21  
 MAXWELL GLEN, '22  
 R. C. ZANTZINGER, '22  
 P. A. GRUNDY, '23  
 J. S. THOMPSON, '24  
 C. P. GOODING, '22  
 R. W. HASTINGS, '22  
 C. H. ISRAEL, '23  
 H. R. RANDALL, '23  
 W. S. EICHELBERGER, '23

## ART STAFF.

M. M. ESTERSON, '21  
 B. A. C. JOHNSTON, '23

## BUSINESS STAFF.

R. GRAFF, '23  
 F. S. MITMAN, '23  
 P. F. MUMMA, '23  
 R. LEE, '23  
 CORNELIUS, '24  
 LITKE, '24  
 BLAKE, '24

VOL. XXXI.

FEBRUARY, 1921

NUMBER FIVE

Published monthly by the students of Lehigh University. Subscription two dollars and a half, or two dollars if paid before December 1st. Single copies thirty cents. Address communications to the Editor, Bethlehem, Pa. All business communications to Walter F. Myers, Jr., Chi Psi House University Campus. Entered at the Bethlehem Post Office as second class matter.

FOR YOUR approval, Burro presents the Anti-Tobacco Number. And he believes that he will receive your approval with this, his latest attempt. Burro hates narrowness, and he dislikes license as much. There is no doubt that the well-known John's victors had a reasonable cause, but we have yet to see any homes broken up because of over-indulgence in the filthy weed. Nevertheless, Burro is always open to conviction and has devoured voraciously reams and reams of Anti-Tobacco literature. Wherefore, we humbly try to give the movement a little impetus in a direction the reader alone will be able to fathom. May the impetus give a momentum which will carry far!

THE BOARD has been extremely unfortunate this year with its art department. George Hopkins' inability to return when college opened in the fall was keenly felt by all the men on the board, and now Jack Pierce, who took up his work as Art Editor and carried us through the first term, has left us. The Burr cannot run without artists, and we cannot ask our few remaining brush wielders to stay up every night tearing off masterpieces. Wherefore, we request any embryo artists to make themselves known at once.

THE NEXT issue of the *Burr* will be called the "Powder Puff Number." Following our annual custom, we are going to devote our valuable pages to the girls. Cover, cuts, and drool will be furnished by the members of the fairer sex. Here we shall find the best and cleverest bits of wit and humor which can be culled from girl's schools and colleges. No girl can afford to miss taking this opportunity of seeing her literary efforts in the columns of this classic. Prizes will be awarded to the best cover, the cleverest pen and ink sketch, and the funniest poem, joke or quip. The judging will be done by the experts on the board. All material must be sent to the Editor-in-Chief, at the Theta Delta Chi House. It is never too late to start, but it is better to begin early and be sure of a place. Our Fashion Number last year, for which the girls furnished all the material, was a great success—you can't afford to miss this one. It will be out about March 15th, avoid anxiety by signing up for one at once.

---

A MONTH AGO the Mustard and Cheese Club gave its annual Variety Show. The coach, cast, manager, scene shifters, and every one connected deserve great commendation for the quality of the performance. The Mustard and Cheese is an activity which should be supported by every man in college. A dramatic club is as great a potential asset to the university as the athletic teams or the papers. But it can only be made a live asset by making it of the calibre which compares favorably with such organizations as the Mask and Wig of Pennsylvania or the Triangle Club of Princeton. They have achieved their successful productions because a position on their casts is considered an honor, for which any man in college is willing to work. From them we can learn a lesson. Let's make the Mustard and Cheese a big thing—if you can't act, dance, or sing, you can at least support the club with spirit and coin of the realm.

---

BURRO TAKES pleasure in announcing that three incomparable dollar diggers have shown forth from the ranks of the Frosh. Messrs. Blake, Cornelius, and Litke, all of the class of '24, have been elected to the board. The latter has been augmented by two new artists also, Esterson, '21 and Greene, '22, who have shown their ability by their sketches in each number this year.

---

#### CONTRIBUTORS

##### *Art*

T. M. Switz, '22  
M. A. Burdock, '24

##### *Editorial*

J. S. Huston, '23

## WHAT ARE YOUR POLITICS?



**Marm Alade, leader of the Anti-Tobacco Party**



**Miss Peaches, leader of the opposing Party**

### ALL CONVENIENCES

Bob: "What are you going to give Uncle 'Doc' on his birthday?"

Dick: "A can of tobacco"

Bob: "Why don't you get him a humidior?"

Dick: "I was but Aunt Tillie said he'd use the coal bucket anyhow."

### A GAS STOVE DOES NOT SMOKE

*But—who in hell wants to be a gas stove!*

Smoking is a dreadful habit,  
When you haven't got a packet  
Of those cigs to smoke,  
It really is deploring,  
Till, in your jeans exploring,  
You find that you're not broke!

### SHADES OF ADAM AND EVE!

*She (laying aside magazine): "Some of these things in "Life" are simply shocking!"*

*He: "Never read the "BURR," have you?"*



## THE ANTI-TOBACCO LEAGUE

At a recent meeting of our anti-tobacco society the following program was carried out:

Song—"Only a Deck of Meccas" ... Miss Smith  
Recitation—"My Little Turkish Trophy"

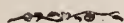
Master Robert Clark

Paper—"Butt Spearing as a Fine Art"

Ignatz Bulliski

Song—"Hymn of Hate" ..... Entire Club

Refreshments consisted of frozen pudding, cigarettes and oranges. The next regular meeting will be held sometime during March at the home of Mrs. J. B. Dunn.



## POWERFUL STUFF

Jim: "Making more home brew?"

Gym: "Yep."

Jim: "You ought to use '20 Mule Team Borax.'"

Gym: "Why?"

Jim: "To give it some kick!"



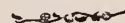
'23: "May I kiss you?"

Young Thing: "Oh, no. I'm saving my kisses!"

'23: "Well, may I not add to your collection?"



The "vile weed," has not had much effect on  
Uncle Joe



## DOGGONE IT!

You ring her doorbell softly,  
He makes the darndest racket.  
The maid admits you swiftly,  
He dirties up your jacket.

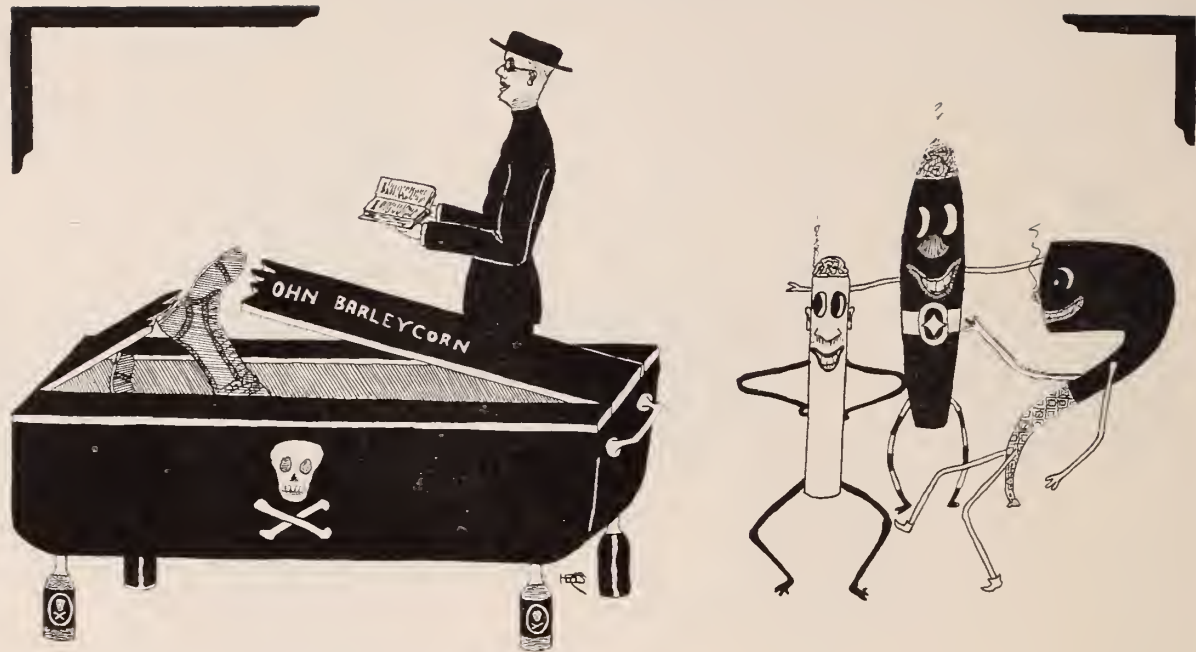
He chews your new grey spats;  
To meet her you advance,  
And trip upon his doggone tail—  
He fusses with your pants.

You take her for a walk,  
He tangles up your feet;  
He sits upon the sofa and  
He sits upon your seat.

She treats you rather coldly,  
'Cause you don't like her pet;  
How'd you like to kick that pup—  
Consign it to the 'net'?

If there is anything to hate,  
I speak for any man,  
Its a square mugged spoiled and petted  
Pom-e-ra-ni-an.

## A PLEASANT INTERRUPTION



### MARY AND HER LAMB

Mary had little lamb—  
 'Twas Persian on her coat .  
 She also had a mink or two  
 About her dainty throat.  
 A bird of Paradise, a tern,  
 And ermine made her hat,  
 That perched at jaunty angle  
 On her coiffure, largely "rat."  
 Her tiny boots were sable-topped;  
 Her gloves were muskrat too;  
 Her muff had heads and tails of half  
 The "critters" in the zoo.  
 So when she walked abroad I hope  
 She feared no wintry wind,  
 For keeping warm she had the dope—  
 She had all nature skinned!

### THEY LIKED THE CLIMATE

"How many Hessians came over during the  
 revolutionary war?"  
 "Damn sight more than ever returned!"

### TRY HERBERT TARRYTOWN

Customer (placing 30c on the counter): "Philip Morrison."  
 Green Clerk: "Who the h - - l is he?"

Tobacco is a filthy weed  
 And from the devil it doth proceed.  
 It picks your pockets and burns your clothes,  
 And makes a chimney out of your nose!

### THE BLOODY BLIGHTER!

Bertie: "Say, old dear, that was a good joke  
 in the *Burr* last week. I was laughing over it  
 yesterday."  
 Ed: "What, so soon?"

### VERY FREQUENTLY

"Do you know the difference between a hair  
 net and a train?"  
 "Shoot."  
 "Well, they both go over switches!"



A LITTLE SMOKE  
CAN'T DO MUCH  
HARM,  
SO WHY MAKE  
LAWS SO  
BLUE ?

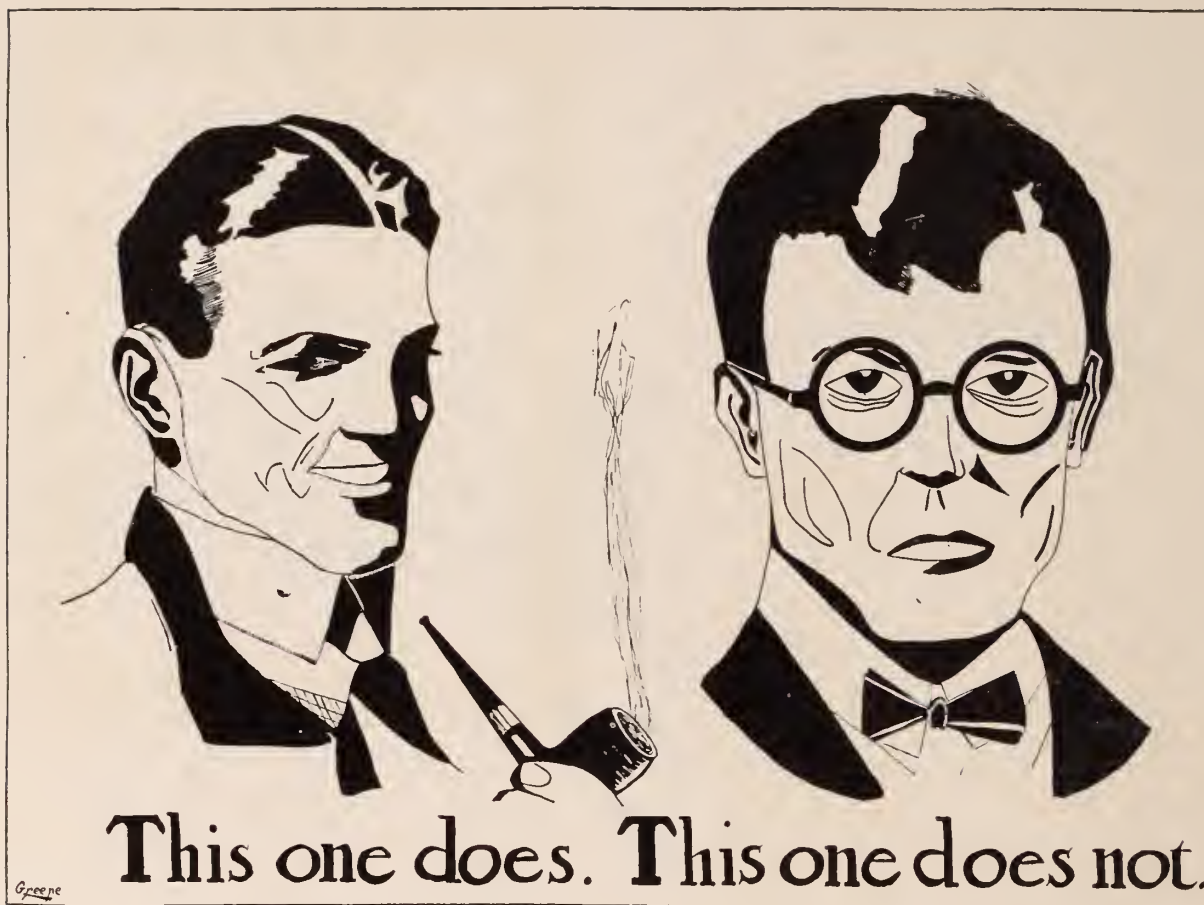


INDEED, BUT FRANK-  
LY, I DON'T SMOKE,  
BECAUSE THESE  
PEOPLE DO.



Johnston





#### THE AROMA

Cigarette smoke was everywhere,  
 Floating and drifting in the air;  
 Enriched a bit by a humidior,  
 Full of its goodly cheerful store  
 Of that most beneficial weed  
 Which our poor lungs so often need.

They took away John Barleycorn,  
 Right out from our hip-pockets torn;  
 But they will never guillotine  
 Our leading lady—Nicotine!

#### PROHIBITION AND BASEBALL

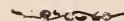
She: "Bill, I do believe the Voistead act is  
 responsible for all this baseball scandal."

He: "How do you figure that?"

She: "The poor players go after highballs and  
 can't get anything but a little pop."

"Are you in favor of Co-educational Institu-  
 tions?"

"No, but I consider a college town a good lo-  
 cation for Girls' Finishing Schools."



#### THEY JUST HAPPENED

Juniors were born for great things;  
 Sophs were born for small;  
 But it is not recorded  
 Why Freshies were born at all.

#### 1931

"Shh, meet me at the bridge at midnight and  
 bring the papers."

"What papers?"

"The cigarette papers!"

### TO A VAMP

You showed me the way and I followed;  
Alluring the paths curved before,  
The sweet lies you told me I swallowed,  
And eagerly listened for more.

Your manifold charms soon enthralled me;  
I looked into your eyes and I fell.  
But soon I discovered you stalled me—  
This love stuff is certainly hell!



"I've agreed with my wife to keep away from cigarettes," said the canny Scotchman as he placed a fresh Mecca in his ivory manche!



When tomatoes are growing,  
They have to be bugged;  
When girls are growing,  
They have to be—oh well, ain't that enough?

It has been discovered by someone who had nothing to do but to hasten the millenium that the liquor interests and cigarettes were old running mates. In fact these guardians of the public morals claim all liquor users start with the milder drug, tobacco. Ain't it hell to get a good start and then have to quit?

### THE JOHN L. SULLIVAN SCHOOL

Class Colors—Black and Blue.  
Class Flower—Cauliflower.  
Class Motto—Protect de Solar Plexus.  
Class Song—"Round and Round We Go."  
Class Yell—"1-2-3-4-5-6-7-8-9-10 Yer Out!"

Among the unnecessary noises is that made by the scientist who advises us not to smoke.



The First Thing in the Morning



The Last Thing at Night

#### OVERHEARD IN A DEPARTMENT OFFICE AFTER AN EXAM.

"Well, boys, we got 'em that time. Only two passed!"

(Reading) "Great stuff. .20—.15—.30—.25—.00—.01. Oh hell, here's a .50."

"I say, old boy, that question of yours stumped every one of them."

"Thanks, you know there really isn't a solution to it!"

"Which is it,—or—. I don't know. I marked both wrong."

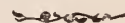
"Say Joe, I got 'em all. That question of mine wasn't in the book!"

Etc. Etc. Etc. Ad Nauseum.

And they wonder why we buy a ticket for February 6th, 1921.

#### STANDARDIZED BLISS

For standardizing we are strong.  
And now we've made a strike:  
For since the lipstick's come along,  
All kisses taste alike!



#### THE NEWLYWEDS

"Is the baby strong?"

"Well, rather. You know what a tremendous voice he has?"

"Yes."

"Well, he lifts that five or six times an hour!"

*She (in one corner): "What are you thinking of?"*

*He (in another corner): The same thing you are."*

*She: "Why I'm surprised! Go home at once!"*



# AIN'T LIFE HELL?

LONG ago  
 \* \* \*  
 when the WORLD  
 \* \* \*  
 was YOUNG  
 \* \* \*  
 and AMBITIOUS  
 \* \* \*  
 there lived  
 \* \* \*  
 a REGULAR guy  
 \* \* \*  
 WHO  
 \* \* \*  
 was called  
 \* \* \*  
 BACCHUS  
 \* \* \*  
 being a MAN  
 \* \* \*  
 of leisure  
 \* \* \*  
 he spent  
 \* \* \*  
 his TIME  
 \* \* \*  
 DRINKING  
 \* \* \*  
 the WINE  
 \* \* \*  
 made  
 \* \* \*  
 from his GRAPES  
 \* \* \*  
 it was  
 \* \* \*  
 for this reason  
 \* \* \*  
 he became  
 \* \* \*  
 FAMOUS  
 \* \* \*  
 with friends  
 \* \* \*  
 who CAME  
 \* \* \*  
 and SAT  
 \* \* \*  
 and DRANK

and LEFT  
 \* \* \*  
 their sorrows  
 \* \* \*  
 FORGOTTEN  
 \* \* \*  
 and THEN  
 \* \* \*  
 another  
 \* \* \*  
 REGULAR GUY  
 \* \* \*  
 SIR WALTER  
 \* \* \*  
 also YOUNG  
 \* \* \*  
 and AMBITIOUS  
 \* \* \*  
 got a wetting  
 \* \* \*  
 because  
 \* \* \*  
 he puffed  
 \* \* \*  
 his PIPE  
 \* \* \*  
 IT seems  
 \* \* \*  
 that there  
 \* \* \*  
 are guys  
 \* \* \*  
 around  
 \* \* \*  
 who never CAN  
 \* \* \*  
 or never WILL  
 \* \* \*  
 let "WELL ENOUGH"  
 \* \* \*  
 alone  
 \* \* \*  
 and so  
 \* \* \*  
 last year  
 \* \* \*  
 they took away  
 \* \* \*  
 what BACCHUS

gave to us  
 \* \* \*  
 and still  
 \* \* \*  
 they are  
 \* \* \*  
 not SATISFIED  
 \* \* \*  
 but want  
 \* \* \*  
 to take  
 \* \* \*  
 our CHESTERFIELDS  
 \* \* \*  
 and LUCKY STRIKES  
 \* \* \*  
 'N'ev'rything  
 \* \* \*  
 that helps to  
 \* \* \*  
 PASS away  
 \* \* \*  
 the IDLE HOUR  
 \* \* \*  
 which makes  
 \* \* \*  
 me think  
 \* \* \*  
 the GUY  
 \* \* \*  
 who wrote  
 \* \* \*  
 that little line  
 \* \* \*  
 about LIFE  
 \* \* \*  
 is just  
 \* \* \*  
 one DAMN thing  
 \* \* \*  
 after another  
 \* \* \*  
 was just about  
 \* \* \*  
 RIGHT!  
 \* \* \*  
 I THANK YOU.  
 \* \* \*

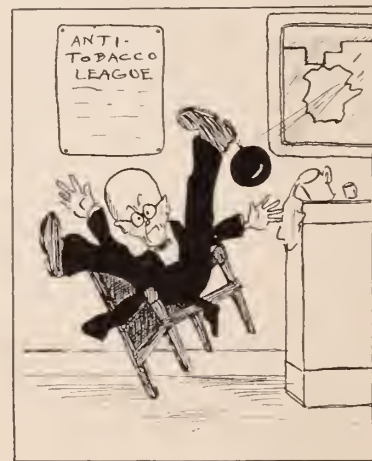
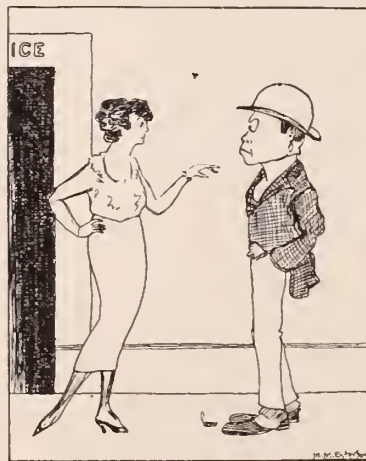
## THE CHASE OF THE COULOMB

Consternation was written plainly on the face of the handsome physics prof. "Gentlemen," he said, in a voice that quivered with intense excitement, revealing the immensity of the disclosure he was about to unfold, "The only coulomb in this country has escaped from the lab." Blank dismay leaped into the manly faces of the section. That the captive coulomb, that pride of the physics department, could have gotten away, was overwhelming unbelievable, and after years of patient heartbreaking training to bring it to perfection, so it would roll over and kick up its hind legs or play dead at a word.

Every brave heart quailed before the lash of attempting to recover the recalcitrant coulomb—that is all except that of Dave. "Damn the danger, I will recover the coulomb, though I perish in the effort." Arming himself with a copy of log tables and a slide rule, himself with a copy of log tables and a slide rule, he strode from the room. A silent prayer was on every lip, for none expected the young Sir Galahad to return from his perilous quest. Treading with that swift but sure yet silent step which betrayed him as one who had always worn rubber heels, Dave strode on to his fate. His instincts told him at once to seek the old haunts of the refugee, so he made for the electric lab.

Ah, success at once crowned his efforts. There was the coulomb devouring some amalgamated zinc. Dave realized the futility of attempting a hand to hand encounter with the zinc-maddened creature, but with admirable presence of mind, he seized a condenser from a table and baited it with a couple of ohms which he always carried in his pocket.

Slowly the infuriated animal attracted by the smell of ozone stealthily crept towards the condenser. In a flash it was caught in the wire and dashed headlong into the trap. With a cry of triumph Dave leaped for the trap. A jagged spark vaulted to his bare hand. A scream of pain forced itself from him as he fell in a dead faint. The profs, attracted by the cry rushed to him and grasping the facts quickly as physics profs do charged the condenser leaving the captive coulomb snarling with rage. All eyes turned to the apparently lifeless form of Dave. Dispair hung so heavily that almost everyone had a headache. But one prof, forced himself through the crowd, drew his little book from his pocket, hastily jotted down a ten beside Dave's name and held it to his nose. Slowly but surely the color flooded back to the daredevil's face and the crisis was passed.



### \$25.00 AND COSTS

It was a night at Mealys  
As I jazzed merrily along,  
With a stomach full of liquor  
And a mouth full of song.

Someone hollered, "Shut up!"  
"To hell with you," I said,  
And dropped down to the floor  
With a helluva lump on the head.

Hours and hours later,  
I came to myself again,  
With dim gray walls around me,  
And bars facing them.

Into the court room I marched;  
The judge sat calmly there,  
And put a fine upon me  
That fairly clipped my hair.

So never again at Mealy's  
Will I so joyfully go,  
For what can happen there  
A fellow never can know!

### CAN YOU BLAME HER?

*"Sweetheart, I love you madly! Without you,  
life will be but an empty shell! Dearest, say that  
you will be mine. Mine for eternity, and we will  
live for love! Ah, sweetheart of my dreams, for  
love!" The maid replied just one word, "No!"  
And as he stumbled away, he said to himself, "Oh  
well, how could you expect her to fall for a line  
like that!"*

"Loan me a cigarette."  
"Naw, I don't believe in the Tobacco Trust!"

*"For five cents give me Hassan,"  
As he rushed into the store.  
He lit the fag and passed away—  
He'll never buy no more!*



A TYPICAL EMAUS-ITE!

### AND A LITTLE CHILD

#### SHALL LEAD THEM

"They tell me you were the leading character  
in the Mustard and Cheese show."

"I was."

"Yes?"

"Sure. I was the usher!"

Tobacco, we are told, will surely kill but it  
isn't such a bad death at that. We can't get out  
of this world alive no matter how hard we try.





### SOLID COMFORT

#### A WILD MAN

I saw him draw his gleaming blade  
 Out of its narrow sheath;  
 I saw his eye with beady glare—  
 The foam between his teeth.  
 The man was crazy, full insane,  
 I cried to him to stop.  
 I would no suicide behold—  
 He must that purpose drop.  
 "Hold, villain, hold! Now stay your hand!"  
 He seemed to me to rave.  
 The steel he thrust against his throat  
 And then he began to— — —shave!

#### EXPERIENCE

Kid: "Say Pop, can I smoke?"  
 Pop: "Why no, Johnny, you're too young."  
 Kid: "That's what I thought, but I can!"

#### WONDER WHAT THEY MEAN

Bishopthorpe Maiden (demurely): "Do you like mushrooms?"  
 Bobby (with excitement): "You betcha!"  
 (A moments silence).  
 "Er—by the way, where is the conservatory?"

*We don't mind seeing a person smoke, but we aren't partial to the birds who use their trouser cuffs as ash trays.*

## BURRO'S REVIEW OF ALL THE BEST PLAYS

*"All the world's a stage and most of the characters are bad actors."*

"The Oriental Dancer"—with 'Fatima' in the leading role. It is naughty but it's nice. Confer with the pater, he comprehends.

"The Life of William Jennings Bryan"—featuring Ima 'Camel'—cast without spirit(s) and the whole thing is really very dry and inelegant.

"The Faculty's 'Old Faithful'" —a very smooth line with 'Bull Durham' heading the list. This play is obnoxious but nevertheless it offers a very good idea concerning how to get by in every day life.

"The Long and Short of It"—a very clever sketch of formal life with 'Prince Albert' and 'Tuck Seedo,' who are *canned*, presenting a very good brand of farce.

"Ten for Twenty Cents"—a Mustard and Cheese production directed by Sharpe Payne and featuring 'Philip Morris' and Venus 'Ricoro,' 'Egyptian Prettiest.' Where there's smoke(s) there's fire!

"Longshoreman's Delight"—a side sp(1)itting farce that is indeed a juicy morsel.

"The Deluge"—a 'wet' tragedy by the Girl's Dramatic Club of "Beechmut" School. A good play to chew over.

"Nicotine"—a light drama delicately satirizing the Court life of Drown Hall.

"Arsenic, Antimony and Tin"—a howling failure. The triple role played by 'Mitey Short,' a character with lots of crust but he can't get by.

*There's a special place reserved  
In the deepest underworld,  
For the man who begs a kiss  
And straightaway tells the world.*

## DOWN WITH EVERYTHING!

Now that smoking cigarettes has become so effeminate and also so expensive Burro pauses long enough to make the suggestion that we all start chewing. "Down with cigarettes and liquor," is our cry and we are downing them at regular intervals!

## CAN YOU BLAME HER?

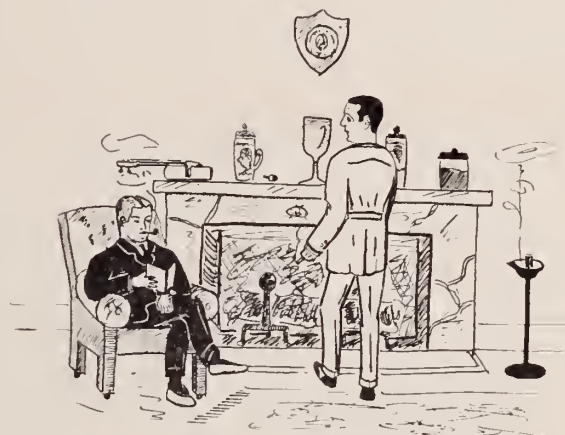
The inspiration of all her hope;  
The reason for her sighs;  
The cradle of her intense love—  
A love that never dies;  
The subject of her fiery passions,  
The king of all her dreams;  
The one bright spot on life's horizon  
Upon which her lovelight beams;  
The blazing gem of bright romance,  
The idol of her land—  
The Apollo of the Modern Girl—  
The Arrow Collar Man!

## SLIGHT MISTAKE SOMEPLACE

*She: "Is your love true?"*

*He: "Is true as the delicate flush on your cheeks!"*

*She: "Oh-er-ah, isn't the-er-don't the roses smell sweet?"*



## OUT O' LUCK!

Jim: "What's the matter, Jack? You look down in the mouth."

Jack: "I asked that little madonna if I could see her home."

Jim: "Well, what of it? Did she refuse?"

Jack: "Naw, said she'd send me a picture of it!"

*"There is enough nicotine in the average cigar to kill two normal men!"*

We find, after carefully studying this point for the last 145 years, that the chief reason why the average cigar can't kill two normal men is because two normal men can not consume the whole cigar at one time. Since the cigar has to have two ends and since one end must be put in the mouth and the other lighted in order to smoke the cigar properly and, furthermore, since no normal man can put the lighted end of a cigar in his mouth and smoke it properly, it follows that only one man can smoke a cigar at a time. Now, supposing a cigar is deadly, it could only possibly kill one man. This proves the above statement to be false. We have smoked several cigars without any apparent harm, so it seems that we didn't smoke average cigars. The average cigar, according to the above statement, must contain dynamite or gun-powder—or, possibly, Bichloride of Mercury.

Balmy zephyrs gently beckoned  
Till we chuckled, blithe and merry,  
But too soon, alas, we reckoned,  
Burr—here comes that February.

### ONE WAY

Frosh: "Yes, I'm out for track."  
Pretty Baby: "Well, if you stick around with me, you'll soon increase your speed!"

1942

Judge: "Whats the charge against this man?"  
Officer: "Your Honor, he is guilty of a very serious crime. As I was passing a large apartment house on my beat, this man came out. He had his hand in his pocket holding something, and an air of a man about to commit some crime. I followed him for several blocks, and finally he slipped between two old buildings. I crept up, my gun in readiness, and found—he was smoking! Yes, Your Honor, smoking a cigarette!"

Judge: "What, a cigarette fiend? Ten years hard labor!"

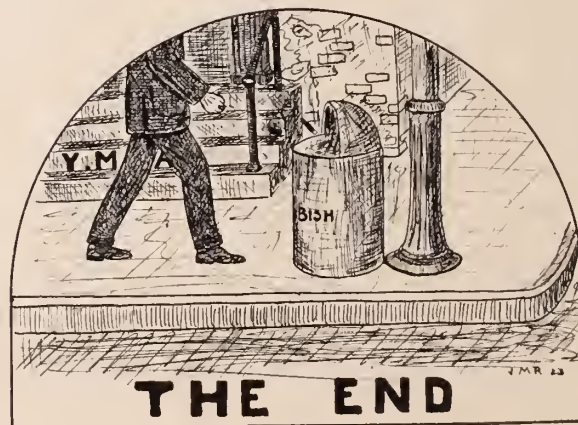
### THE BOARDING SCHOOL MAID

A demure little maiden to boarding school went,  
Vive la boarding school maid.  
On studies and honors her mind was intent,  
Vive la boarding school maid.  
Her gowns were dainty, her hats they were neat  
The figure she cut was distractingly sweet  
But the habit she acquired couldn't be beat,  
Vive la boarding school maid.

She started on corn-silk that hadn't dried thru,  
Vive la boarding school maid.  
Though she felt quite dizzy, she never said,  
"Boo."

Vive la boarding school maid.  
She next tried out cubebs for a cold in her head  
Followed closely with Fatimas as the habit, it  
spread  
And finally a water pipe while lying abed.  
Vive la boarding school maid.

At last she tried something, a cigar so she said,  
Vive la boarding school maid.  
'Twas tough as sole leather and as heavy as lead.  
Vive la boarding school maid.  
She didn't smoke it until after she'd fed  
But she gamely stuck to it as the ashes flamed  
red—  
She was ill in the morning, the cigar, it was dead.  
Vive la boarding school maid.





... and at New York's home  
of Grand Opera

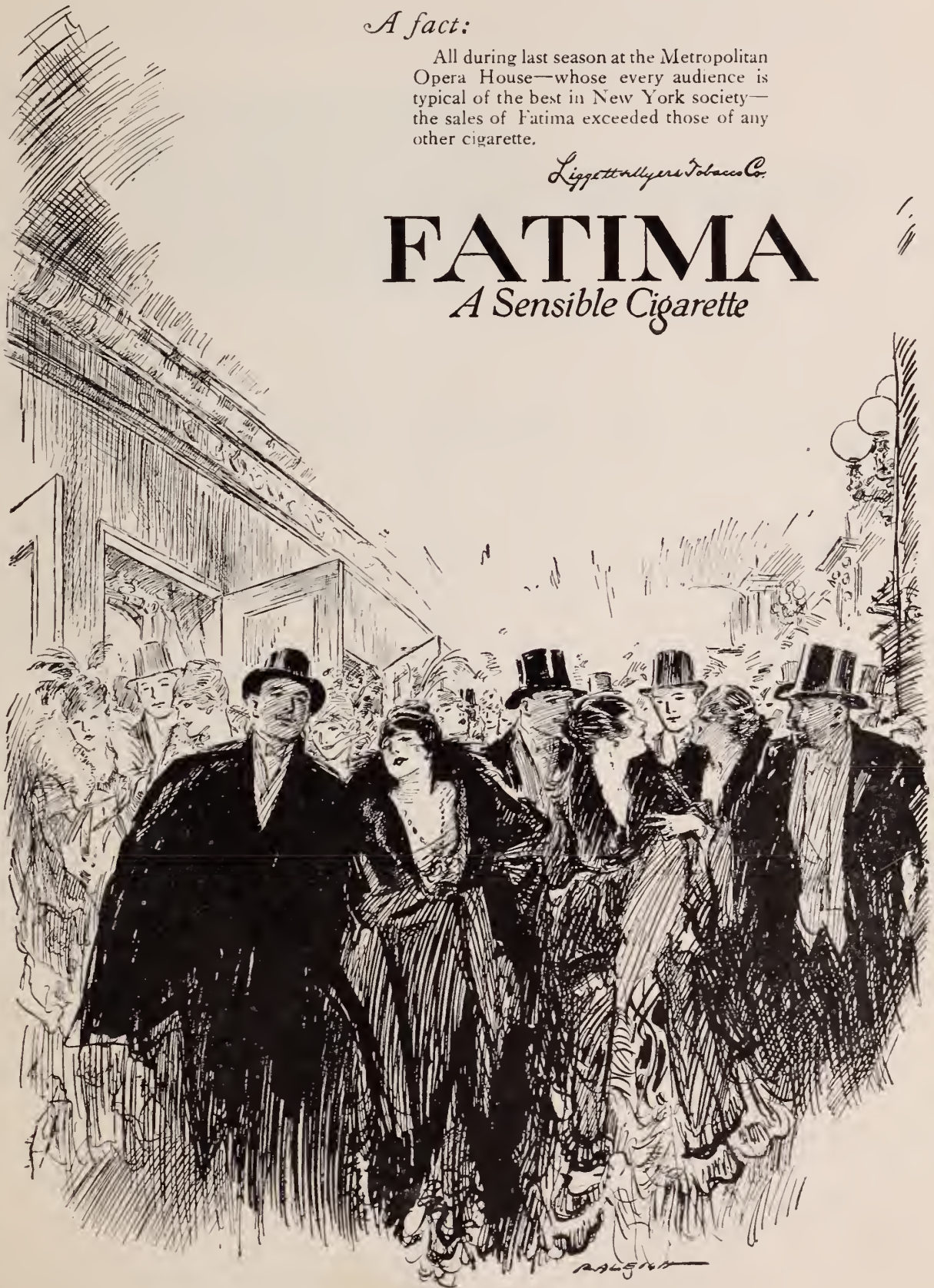
*A fact:*

All during last season at the Metropolitan  
Opera House—whose every audience is  
typical of the best in New York society—  
the sales of Fatima exceeded those of any  
other cigarette.

*Liggett & Myers Tobacco Co.*

# FATIMA

*A Sensible Cigarette*





# COMPLETE PIPING SYSTEMS

DESIGNED

MANUFACTURED

INSTALLED



Sole Manufacturer of Gulland Automatic Stand Pipes

Castings

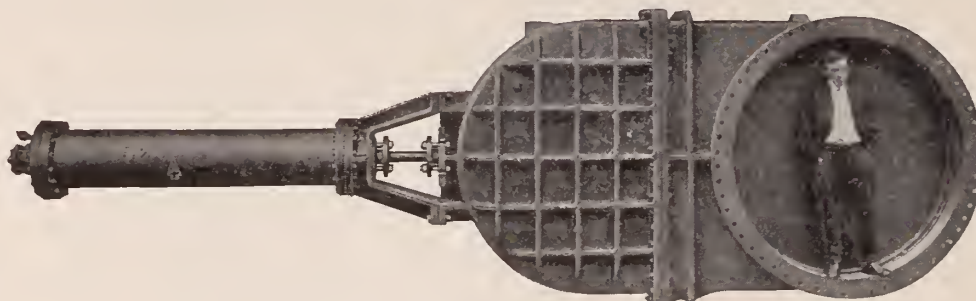
Valves

Fittings

Pipe Bends

Separators

Exhaust Heads



Welded Headers

Tanner Valves

Critchlow Valves

Aiken Valves

Manifolds

Gas Line Material

72-Inch Gate Valve Equipped With Hydraulic Cylinder

STANDARD AND SPECIAL EQUIPMENT FOR ANY PRESSURE AND SERVICE

## PITTSBURGH VALVE, FOUNDRY & CONSTRUCTION CO.

PITTSBURGH, PA.



ENGINEERS

FOUNDERS

PIPE FITTERS



### B. BERKOWITZ

YOUR TAILOR

214 New Street, Bethlehem, Pa.

Don't RUIN your Clothes by MACHINE Pressing. Have them PRESSED BY HAND. Cleaning, Pressing, Dyeing and Repairing on short notice at very reasonable prices.

We Buy and Sell Second Hand Clothing. Work called For and Delivered FREE.

### J. L. PORAZZI

THE STUDENT'S TAILOR

301 W. FOURTH ST.

### QUITE DIFFERENT

"Have a cigar."

"Don't smoke now."

"Sworn off?"

"Nope: stopped entirely."—*Tar Baby*

There was a young lady from Guam,  
Who said, "Now the sea is so caum,"  
I will swim for a lark."

But she met with a shark.  
We will now sing the 99th psalm.

—*Scalper*

Moravian College for Women.

Moravian Seminary for Girls.

Bethlehem, Pa.

College Course and Seminary Course both  
fully accredited by the State.

Send for Catalogue

Est. 1867—The Sign of the White Horse

ADAM BRINKER

HARNES AND HORSE GOODS,  
TRUNKS, LEATHER GOODS, BAGS,  
SUIT CASES, PURSES, ETC. : :

119 E. Third St. -:- BETHLEHEM, PA.

## LEHIGH UNIVERSITY

COLLEGE OF ARTS AND SCIENCE

COLLEGE OF BUSINESS ADMINISTRATION

COLLEGE OF ENGINEERING

Courses in Civil Engineering,  
Mechanical Engineering, Metallurgy,  
Mining Engineering, Electrical Engineering,  
Chemistry, Chemical Engineering,  
Ship Construction and Marine Transportation.

## Beck-Davis Decorating Co.

Wall Papers, Grass Cloth and Lincrusta.

Room Mouldings, Picture Framing

114-120 WEST BROAD STREET, BETHLEHEM, PA.



# WILSON ROLLING STEEL DOORS

STANDARD FOR FORTY-FIVE YEARS

## J. G. WILSON CORPORATION

8 WEST 40TH STREET,

NEW YORK

*Offices in Principal Cities*

Meyer-Heiberger  
Ice Cream Company

—Dealers in—

Pasteurized Milk and Cream

Manufacturers of Ice Cream of Quality

Phone: 749 Dairy--908 Ice Cream

Soph (taking out cigar)—“Do you smoke?”  
Fresh—“Sure.”  
Soph (lighting cigar)—“Will you give me the  
coupons?”—*Broken Jug*

### THAT'S I'M

Who is the man that walks ten blocks  
And always makes his eight o'clocks?  
Not me!

Who is the bird that has the way  
To make a flunk become an A,  
Who crams at night for lack of day?  
Somebody else! Not me!

Who is that ham across the aisle  
Who studies just a little whaisle?  
Almost! But not quite me!  
Who is the goof that's wisdom proof,  
Who keeps from knowledge clear aloof,  
Who has nothing 'neath his roof?  
Yea, Boy! That man is me!

—*Chaparral*

“What makes you smoke so much?”  
“Too many pipe courses, I guess.”

*Lemon Punch*

## MORRIS G. SNYDER

DISTINCTIVE CUSTOM TAILORING

*DRESS SUITS TO HIRE*

Broad and New Streets --:-- --:-- BETHLEHEM, PA.

## JAKE'S PLACE

Catering Especially to Lehigh Men

HOME-MADE COOKING

326 W. Fourth Street

CALL TO SEE US

BRANCH---COLONIAL CANDY COMPANY

The Only Up-to-date Store in Town

Five Points, So. Side --:-- --:-- BETHLEHEM, PENNA

MM  
IMPORTING CO.

6 EAST 45 St., NEW YORK  
Sole Agents in the United States for

# DUNHILL PIPES

ALL DUNHILL PIPES BEAR THE  
ROUND WHITE SPOT AND ARE STAMPED

DUNHILL  
LONDON

*M M Importing Co. will send circular upon request*





# GRAND OPERA HOUSE

Under Direction of  
STANLEY CO. OF AMERICA

EXCELLENT  
VAUDEVILLE  
—AND—  
PHOTOPLAYS

EVERY AFTERNOON and EVENING

## WE SELL AND INSTALL

STEAM TURBINES  
CENTRIFUGAL PUMPS  
FEED WATER HEATERS  
WATER PURIFYING SYSTEMS  
BOILERS  
MINE HOISTS  
UNIFLOW ENGINES  
DIRECT ACTING PUMPS  
HOISTING ENGINES  
COMPLETE WATER WORKS POWER  
PLANTS

**DRAVO-DOYLE COMPANY**

PITTSBURGH, PENNA.

Philadelphia

Indianapolis

Cleveland

## The United Furniture Company

THE CITY'S  
LEADING FURNITURE STORE

30-32 E. Third Street -:- South Side

## Quinlin Printing Company

"YE COLLEGE PRINTER"

Fraternity Letterheads and Envelopes

Dance Programs and Menus

Engraved Cards. Rubber Stamps

PRINTERS OF THE LEHIGH BURR

Wise Boy—"How old is that lamp  
Ma?"

Ma—"Oh, about three years."

Wise Boy—"Turn it down; it's too  
young to smoke."—*Drexler*

He: I give you fair warning I am go-  
ing to kiss you.

She: Sir! Your head must be turn-  
ed!

He: Never mind, I can turn it.

—*Purple Cow*

Fond Father: "My boy, what do you  
expect to be when you get out of col-  
lege?"

Devoted Son: "An old man, father."  
—*Banter*

### POLITICAL SCIENCE

Rameses made the first extradition  
treaty 1300 years before Christ.

Prof: How else do you know him?

Shafesky: By his cigarettes.

—*Hum-Bug*

## MEALEY'S AUDITORIUM

ALLENTOWN

Dancing Classes—Monday and Friday  
Parties — Every Monday, Wednesday,  
Friday and Saturday. Special Parties  
Tuesday and Thursday

*Private Lessons by Appointment*

10 PIECE ORCHESTRA

**Prof. W. J. MEALEY**

BURR READERS—

Have you ever thought what a suitable  
Gift to a Friend a GOOD PHOTO-  
GRAPH is?

**McCAA**

PHOTOGRAPHER

111W. 4th St. -:- BETHLEHEM

PREPARE FOR LEHIGH AT

# Bethlehem Preparatory School

Sends More Men to Lehigh Than Any Other School.

For Catalogue Apply to J. M. TUGGEY, Headmaster

LINDENMUTH STUDIO

Portraits



26 N. SIXTH STREET, ALLENTOWN, PA.


**Spalding**


**Athletic  
Equipment  
for  
Every  
Outdoor  
and  
Indoor  
Athletic  
Sport**

## BLUE LAW ORATOR IN ACTION

Brethren, when I behold your sins  
My cheeks are wet, my heart is sore.  
Oh, think of how the cigarette  
Doth drag you to the Devil's door!

## THE B. L. O. AT HOME

Where are my slippers and my pipe?  
Well, this has been a splendid day!  
The cigarette is all but dead.  
And I have got a raise in pay!

## THE B. L. O. AFTER THE LAW IS PASSED

Well, well, at last the job is done!  
Come! Let us call the thing a day!  
We've got the coin. They've got the law!  
And now for dear C-U-B-A.  
—*Yale Record*

"How did Jack go broke on the races?  
I thought he had a system."  
"He did, but he bet on Magnesia and it  
cleaned the system out."—*Jester*

## JACK'S LUNCH and Restaurant

J. MOSKOVITZ

HOME COOKING

*Special Rates to Lehigh Men*

319 Adams Street -:- BETHLEHEM, PA.

READ

## The Globe.

**Northampton County's  
Leading Evening Daily**

"Satisfactory Service Since 1878"

FOR DESKS, TABLES, BEDS, MATTRESSES, EASY CHAIRS,  
BOOKCASES OR ANYTHING IN

## FURNITURE

# C. E. HOWELL

Successor to Worsley Brothers

126-128 EAST THIRD STREET -:- BETHLEHEM, PENNA.

"Where Quality is Higher than Cost"

## BETHLEHEM BAKING CO.

UP-TO-DATE BAKERY

Open for Inspection to the Public at  
all Times

535 N. AVE. C. -:- BETHLEHEM  
(West Side)

LEATHER COATS, MACKINAWS and SWEATERS

## KOCH BROTHERS

HOTEL ALLEN BUILDING — CENTRE SQUARE  
ALLENTOWN, PA.

CORDIALLY INVITES  
LEHIGH MEN

TO SEE THEIR COMPLETE  
STOCKS OF METROPOLITAN

CLOTHES FOR YOUNG MEN  
AND DE LUXE FURNISHINGS

B. Kuppenheimer & Co. — Stein Bloch & Co., and  
Adler Rochester & Co. Clothes



**ALPHA**  
**PHOTO-**  
**ENGRAVING**  
**COMPANY.**

Engravings for the Printer,  
Merchant & Manufacturer

N. E. Cor. Howard and Fayette Streets.  
**BALTIMORE, MD.**

SPORTING GOODS  
BICYCLES AND  
STORAGE BATTERIES  
at

**KRESSLY'S**

434 Wyandotte St. -:- Bethlehem, Pa.

"Say It With Flowers"

**D. M. GOLDBERG**

DECORATIONS AND FLOWERS  
FOR ALL OCCASIONS : : : :

*Flowers Telegraphed Anywhere*

48 W. Broad St. -:- Bethlehem, Pa.  
Phone 2054-J

**Milton S. Grim**

Maker of

**ATTRACTIVE  
PRINTING**

312 BROADHEAD AVENUE

BETHLEHEM, PA., (South Side)

### SOME BRAND

"How do you like that cigar I gave you, old man? For two hundred bands off that brand they give you a gramophone."

"You don't say! If I smoked two hundred of those cigars I wouldn't want a gramophone; I'd want a harp."

—*Boston Post*

### WANTED

At Hotel Randolph, first-class porter; room furnished; also chamber-maid.

—*Providence Journal*  
"Topics of the Day"

### HERE ANYWAY

First Likker Dealer: Business ain't what it used to be.

Second Likker Dealer: Nope. It's better.—*Valc Record*

She read it once, she read it twice.

She read it through again.

She read, "For rent, a large front room  
With a small alcove for men."

—*Gargoyle*

5 POINTS

### Electric Shoe Repairing Shop

*Shoes Mended While You Wait  
Shoes Called For*

446 Wyandotte St. Phone 2579-J

**Broncho Studio**  
for any kind of PHOTOGRAPHS----

any place----any time

24 Hour Service Kodak Finishing

Always the Best Pictures

Phone 2050

**DIETRICH'S**

**HEATING - PLUMBING**

**SHEET METAL WORK**

15-17 W. 3rd St., So. Bethlehem, Pa.



**E. P. WILBUR TRUST CO.**FOURTH STREET AND BROADWAY  
BETHLEHEM, PA.CAPITAL  
and  
SURPLUSONE  
MILLION  
DOLLARS

W. A. WILBUR, President  
 ARNON P. MILLER, Vice-President  
 ELDREDGE P. WILBUR, Vice-President  
 CHARLES T. HESS, Vice-President  
 W. S. MARSTELLER, Treasurer  
 D. C. RYMAN, Secretary

Open Saturday Evenings, 6:30 to 8:30

**G**OOD appearance is desirable not only to give others confidence in you but to give you confidence in yourself. The right collar gives the assurance of good taste.



SPARKWOOD

ZELWOOD

EARL &amp; WILSON, TROY, N. Y.

*Collars & Shirts***Lehigh Orpheum  
Theatre**ALWAYS THE BEST PICTURES  
PROJECTION AND MUSIC**Refowich's**Bethlehem's Home of  
Hart, Schaffner & Marx  
Clothes

Ballfleur (gallantly)—Have you this dance?

Wallflower (demurely)—Not yet.

Ballfleur (capriciously)—Please hold this stogie while I dance.

—*Notre Dame Juggler*

Norman: Dearest, there are times when I want to walk and walk —

Norma: Yes, yes, go on!

—*Purple Cow*The difference between a stogie and a cigar is that the former always looks like it smells.—*Punch Bowl*

Does she love me?

Well I hope.

Is she mushy?

Soft as soap.

Does SHE want me?

Hope to tell.

Do I love her?

Sure as Hell!—*Virginia Reel*

"Man wants but little here below," remarked the new arrival in Hades as he hurriedly removed his overcoat.

—*Widow***REDLINE**COLLEGE GROCER  
DRY GOODS

536-38 Broadway :-: Bethlehem, Pa.

For that

**HAIR CUT OR SHAVE**

Try the

**COLONNADE  
BARBER SHOP****"JOE" JONES :-: "JOE" KURTZ**

15 E. Third St. :-: Bethlehem, Pa.

## Peoples Trust Company

Fourth and New Streets

Open Saturday Evening, 6:30 to 9:00 p. m.

## The J. M. Degan Co.

Department Stores

320-326 West Fourth St.

225-229 East Third St.

A GOOD PLACE FOR THE  
Lehigh Boys to Get Their  
Shoes, Furnishings and Eats

## W. C. LAZARUS

Trunks, Traveling Goods, Parcel Post  
Laundry Cases and Leather Goods  
Repairing Trunks and Traveling Bags  
339 Broadway -:- Bethlehem, Pa.

## J. S. Krause Hardware Co.

SPORTING GOODS, CUTLERY, &c.

41 SOUTH MAIN STREET  
BETHLEHEM, PA.

## DRISSEL & EBERTS

HARDWARE DEALERS & JOBBERS  
of the Thos. E. Wilson's sporting goods and  
Athletic Goods.

When in need of Sporting Goods, we will supply you with the right goods and the right price.

21-23 E. Third St. -:- BETHLEHEM, PA.

## Lehigh Taxi

Phone 1381

10 Mechanic Street -:- South Side

Adam stood and watched his wife  
Fall from an apple tree.

"Ah ha! at last I've found her out!  
Eavesdropping," muttered he.

—*Pelican*

Civies: "Have a cigarette, pal?"

Rah-rah: "No thank you."

Civies: "Guess I'll have to throw this  
snipe away, then."—*Sun Dodger*

"You're just like a match, Emory."

"How come?"

"Unless somethin' strikes you just  
right, you lose your head."—*Awgawan*

"Who was the straightest man on earth?"

The teacher asked with glances grim.

"Oh, Joseph was," the stude replied;

"They made a ruler out of him."

—*Yale Record*

Our idea of a scientific nut is the fellow who tried to graft a strawberry plant to a milkweed to get strawberries and cream.—*Pathfinder (Topics of the Day)*

## Elmer J. Gangewere

Pocket Billiard Room  
and Barber Shop

CIGARETTES and TOBACCO

429 Wyandotte St. -:- BETHLEHEM, PA.  
Entrance on Broadway

## PETE'S BOOK EXCHANGE

12 E. Fourth Street, Bethlehem, Pa.

## ELECTRIC LAUNDRY

Phone 36

Bethlehem, Pa.

C. IDE, Agent.

Agency at College Barber Shop

"The Daylight Laundry"

ALL THE HITS

THAT'S

## GOODENOUGH

536 Main Street -:- Bethlehem, Pa.

## Lehigh Parlors

METZGER BUILDING

CIGARS and CIGARETTES

FOURTH AND NEW STREETS

BETHLEHEM -:- PENNSYLVANIA

BELL PHONE 2444

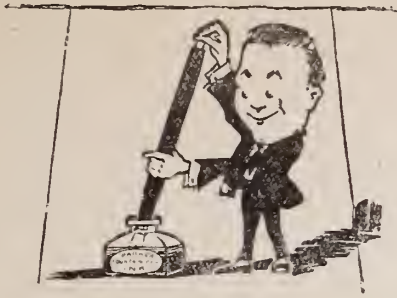
CONSOLIDATED 48 J

## HOTEL WYANDOTTE

BETHLEHEM, PENNA.

The best stopping place for students,  
Parents and Visitors

J. KRAFT, Manager.



### Our Pen Specialist

WILL TAKE PLEASURE IN SUPPLYING YOUR  
FAVORITE STYLE OF PEN POINT IN

**PARKER**                      **WATERMAN**  
**SHEAFFER**                **CONKLIN**

*Christmas Booklets for an Early Selection*

**EDWIN H. YOUNG**  
DRUGGIST

Broadway & Fourth St.    :-    :-    BETHLEHEM, PA.

### LEHIGH MEN:

We offer a policy at a reasonable rate to cover  
your personal property while in lodgings, while  
traveling or while your clothing is at the tailor or  
laundry. Also covers golf clubs, tennis rackets and  
musical instruments.

### Hildenberger & Goodwin

"Insurance Plus Service"

307-309-310 E. P. Wilbur Trust Co. Bldg.

BETHLEHEM, PENNA.    :    :    (SOUTH SIDE)

Any Kind---Anywhere---Best Companies

V. A. Bugbee

H. W. Bradley

### NO SMOKING

Ann—Have you stopped smoking?  
Van—Yes, I had to. A fellow can't  
get a good cigar on the campus any more.  
It is too muddy.—*Chaparral*

Medical Officer (Examining Wood B.  
Recruit)—"Any scars?"

W. B. R.—"Nope, but I've got some  
swell cigarettes over in my coat pocket."  
—*Virginia Reel*

Woman Tourist—So this is Alaska.  
Bored Guide—Nome.—*Sun Dodger*

A bevy of beautiful women  
Decided to go in a-swomen;  
But a man came along  
And said it was wrong  
To do it without taking hoven.  
—*Punch Bowl*

### IN CASE OF FIRE

*Slip on a bar of soap, ring the towel,  
open the windows and let the fire escape.*  
—*Lemon Punch*

Bell Phone

### E. A. Murnin & Co.

3 E. 4th St.    :-    BETHLEHEM, PA.

**HABERDASHERS**  
**CUSTOM TAILORS**  
Hats and Caps



French Dry Cleaning, Pressing  
and Repairing

**FALL STYLES NOW READY**

Work Called for and Delivered

### NEWTON A. K. BUGBEE & CO., Inc.

Engineers and Contractors

Designs and Estimates Furnished  
on All Classes of Steel Work—  
Factory Building, Roofs and High-  
way Bridges a Specialty—All Sizes  
of Beams in Stock.    :    :    :    :

206 East Hanover Street,  
TRENTON, N. J.

Telephone 1208



# BETHLEHEM STEEL COMPANY



## IRON AND STEEL PRODUCTS

### The QUALITY SHOP

GENTS FURNISHINGS  
CLOTHING  
HATS



BROAD AND MAIN STREETS  
BETHLEHEM, PA.

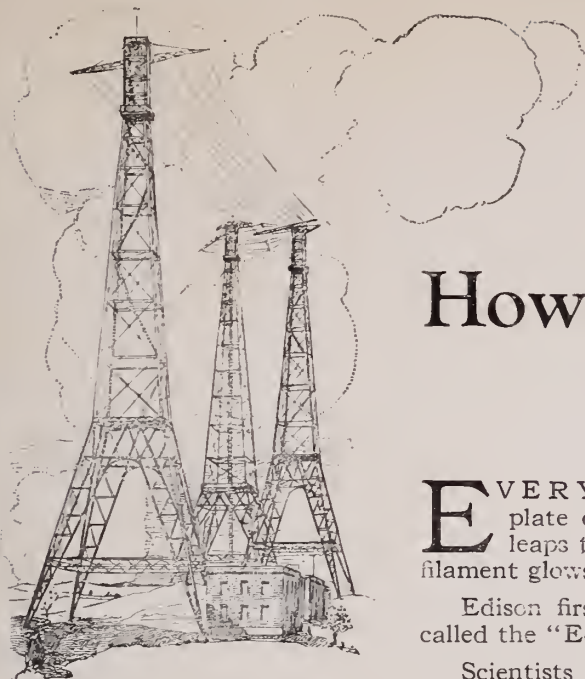
Frat Bands

### HARRY HERZBERG'S ORCHESTRA

No. 1725 CHESTNUT STREET

Bell Phone





## How is a Wireless Message Received?

**E**VERY incandescent lamp has a filament. Mount a metal plate on a wire in the lamp near the filament. A current leaps the space between the filament and the plate when the filament glows.

Edison first observed this phenomenon in 1883. Hence it was called the "Edison effect."

Scientists long studied the "effect" but they could not explain it satisfactorily. Now, after years of experimenting with Crookes tubes, X-ray tubes and radium, it is known that the current that leaps across is a stream of "electrons"—exceedingly minute particles negatively charged with electricity.

These electrons play an important part in wireless communication. When a wire grid is interposed between the filament and the plate and charged positively, the plate is aided in drawing electrons across; but when the grid is charged negatively it drives back the electrons. A very small charge applied to the grid, as small as that received from a feeble wireless wave, is enough to vary the electron stream.

So the grid in the tube enables a faint wireless impulse to control the very much greater amount of energy in the flow of electrons, and so radio signals too weak to be perceived by other means become perceptible by the effects that they produce. Just as the movement of a throttle controls a great locomotive in motion, so a wireless wave, by means of the grid, affects the powerful electron stream.

All this followed from studying the mysterious "Edison effect"—a purely scientific discovery.

No one can foresee what results will follow from research in pure science. Sooner or later the world must benefit practically from the discovery of new facts.

For this reason the Research Laboratories of the General Electric Company are concerned as much with investigations in pure science as they are with the improvement of industrial processes and products. They, too, have studied the "Edison effect" scientifically. The result has been a new form of electron tube, known as the "pliotron", a type of X-ray tube free from the vagaries of the old tube; and the "kenetron", which is called by electrical engineers a "rectifier" because it has the property of changing an alternating into a direct current.

All these improvements followed because the Research Laboratories try to discover the "how" of things. Pure science always justifies itself.

**General Electric**  
General Office **Company** Schenectady, N. Y.



DUNCAN

*A little roll*  
ARROW  
COLLAR





